

**\$30,000 Worth of Highest Grade Pianos and Player Pianos at 1/3 to 1/2 Their Value!**

## THERE'S A REASON

FINANCIAL TROUBLES with some of America's largest business houses are matters of daily history. Many are unable to continue under the terrific strain. Such was the predicament of The Montenegro-Riehm Co., of Louisville, Kentucky, one of the largest Piano and Player Piano dealers of the Middle West. This important house was always rated in the hundreds of thousands of dollars, YET they COULD NOT weather the "FINANCIAL STORM." Liquidation had to take place at once to save anything of the assets. Those in charge said to us: "There are hundreds of the world's finest instruments, but we must have CASH AT ONCE. We must dispose of every Piano and Player Piano in this immense stock, and can consider only LARGE CASH BUYERS and we cannot sell less than "CARLOAD LOTS."

WHAT FOLLOWED and the RESULTS is evident in the following list of MAKES and PRICES. We immediately sent our experts on the spot, selected carloads of the cream of the choice stock at our price for SPOT CASH. That is why you can select your favorite Piano or Player Piano now at these prices.

## READ THIS LIST OF MAKES AND PRICES CAREFULLY

The Montenegro-Riehm Co.'s stock comprises Steinway, Wm. Knabe, Ivers & Pond, Chickering, Hallet & Davis, Vose and Son, Henry F. Miller, Milton, Newton, Stratford, Armstrong, Brewster, Story & Clark, Bradford, Smith & Barnes, Kingsbury, Marshall & Wendall, Stanley, Ivers & Pond Player Pianos, Apollo Player Pianos, Milton Player Pianos, Newton Player Pianos, Peerless Electric Player Pianos, Etc., Etc.

**Sale Opens Tomorrow Morning, Wednesday, October 6th, 1915**

## PLAYER PIANOS

NEWTON 88-note Player Piano, absolutely new with 25 rolls of music, bench and scarf, now....

**\$295**

MILTON INVISIBLE 88-note Player Piano, fully guaranteed, with 25 rolls of music, sold by dealers in the usual way at \$600, free bench and scarf, now.....

**\$380**

APOLLO 88-note Player Piano. This high-grade Player Piano, which is never sold for less than \$800, with 25 rolls, bench and scarf, now.....

**\$419**

Peerless Electric Nickel-in-slot Player Piano. A real money-maker. Beautiful Oak Case. Always sold at \$800--NOW **\$250**

**SPECIAL!** A very good Mahogany Upright Piano with Stool and Scarf **\$69 Cash**

FINE CHICKERING GRAND (parlor size) beautiful, rich mahogany case, fine action and full, rich tone, with stool and cover, regular price \$1100, now....

**\$390**

Beautiful WM. KNABE Upright Piano, absolutely perfect with stool and scarf, usual price \$575, now

**\$290**

CHICKERING Upright, a beauty in every respect, always sold at \$500 with stool and scarf.....

**\$205**

LEXINGTON Upright Piano, in fine mahogany, oak or walnut cases, perfect tone and action, regular price \$300, now

**\$196**

STANLEY Upright Piano, good mahogany case, in perfect condition with stool and scarf, now

**\$115**

BREWSTER Upright Pianos, large selection of beautiful mahogany cases, fine tone and action, as usually sold at \$300 and \$325, with stool and scarf,

**\$185**

NEWTON Upright Pianos, beautiful mahogany, beautiful tone, with stool and scarf

**\$165**

MILTON Upright Pianos, mahogany or oak, fine tone and action, usual price \$300, with stool and scarf,

**\$192**

HALLET & DAVIS Upright Piano, New England's favorite piano since 1859, by far the greatest offer ever made for these unusually good values at \$365 to \$400, with stool and scarf, now.....

**\$255**

KINGSBURY Upright Piano, a wonderful value with stool and scarf.....

**\$92.50**

STRATFORD Upright Pianos, beautiful mahogany cases, perfect tone and action, fully up to any piano selling up to \$350, with stool and scarf, now

**\$192**

CONWAY Upright Piano, fine high-grade instrument, with nice sweet tone and fine action, always sold at \$300 and \$325, with stool and scarf, now.....

**\$210**

STORY & CLARK Upright Pianos, beautiful finish, very pleasing action, fine full tone, usual price \$350, now.....

**\$183**

IVERS & POND, absolutely new, beautiful figured mahogany case, fine tone and action, usual price \$450, with stool and scarf, now.....

**\$295**

HENRY F. MILLER Upright Piano, with stool and scarf, a wonder for tone, good action, usual price \$400, now.....

**\$220**

There Are Many Other Makes at Low Prices. Fix Your Mind On Your Favorite Make--We Have It At Your Price

Most of the Pianos and Player Pianos in the above list are brand new instruments--and all are FULLY GUARANTEED.

TERMS, unless otherwise stated, as low as **\$5 DOWN**, and as low as **\$1 PER WEEK**.

**THE Plaut-Cadden Co.**  
Established 1872

Plaut-Cadden Building  
Main Street, - Norwich, Conn.  
MODERN PIANO DEALERS



I PERSONALLY GUARANTEE every instrument offered in this sale and will gladly refund every cent paid on any Piano or Player Piano purchased on this, my recommendation, within thirty days if you are not satisfied, for I can say, without hesitation that this is a chance to supply your family with a fine Piano or Player Piano that will very likely never come again.

Read the list of makes and prices.

*Plaut*  
PRESIDENT.

**STORE OPEN EVENINGS DURING THIS SALE**



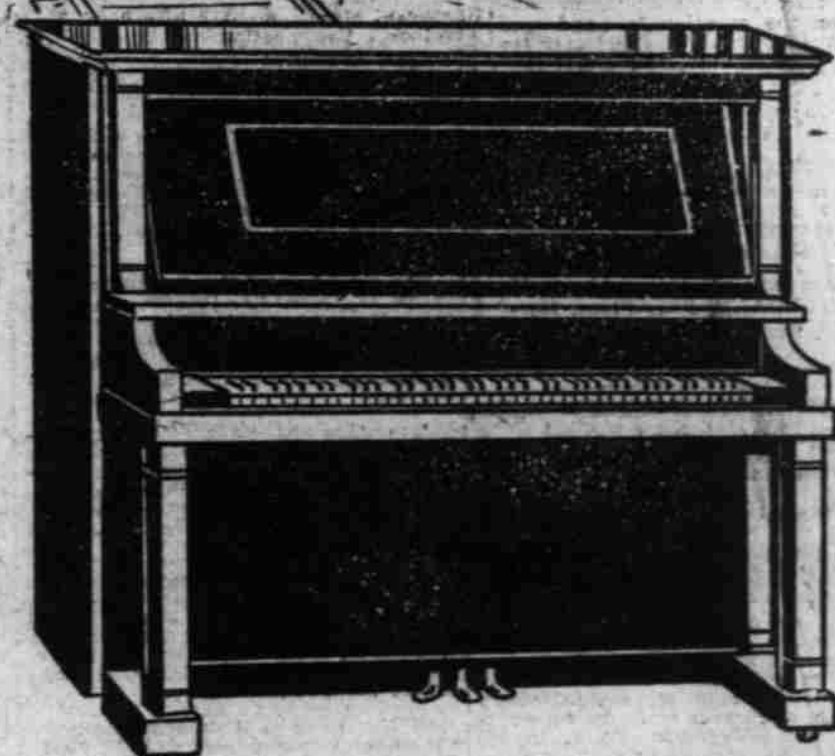
FROM  
MONTENEGRO-RIEHM  
MUSIC CO.  
LOUISVILLE,  
KY.  
TO THE LARGEST CASH  
BUYER IN THE EAST  
THE PLAUT-CADDEN CO.  
— ESTABLISHED 1872 —  
NORWICH, CONN.

**EASY TERMS**

**FREE**

**DELIVERY**

**EVERYWHERE**



## RECORD EVIDENCE

FACTS!—Accompanying are photographic reproductions of the arrival notices and letter from the agent of the N. Y., N. H. & H. R. R., give record evidence of the largest single shipment of Pianos and Player Pianos EVER RECEIVED HERE, and very likely in the East

THE NEW YORK, NEW HAVEN AND HARTFORD R. R. CO.

Norwich, Conn., August 29th, 1915.

Resurs. Plaut Cadden Co.,  
Norwich, Conn.  
Dear Sirs:

The shipment of several carloads of pianos which were received by you on July 24th and 26th, over this railroad from Montenegro-Riehm Music Company, Louisville, Ky., represents, to the largest shipment of pianos received at this city of which we have any record.

Yours truly,

*J. F. Schmitt*  
Agent.